

Sales Report for:  
Debbie Sample

Tuesday, January 20, 2004



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## Introduction

Individuals have a recognizable and understandable behavioral style. Style can be described as the way in which people think, solve problems, express feelings and interact with others to get a job done.

Proception 2 identifies and describes those external behaviors, which each style displays to others in a work environment. This report discusses behavior in a work environment. It uses a model of behavior developed by William M. Marston known as DISC. Marston's model has been tested, proven accurate and effective with millions of people for more than 40 years.

The terms most often associated with Marston's Behavioral Model are: Dominance, Influence, Steadiness and Compliance. These factors can range in intensity and work independently or in tandem with the other behavioral factors. The interrelationship of these factors describes how an individual responds to the work environment. The Proception 2 report describes the impact of an individual's DISC behavioral traits in a work environment.

The report generated by this analysis is designed to help individuals and management achieve a better understanding of this individual's behavioral style. It will provide helpful insight into the individual's behavioral strengths in sales and areas in need of possible improvement. The Proception 2 report can also be used to develop strategies and methods to help individual's increase their personal flexibility in working relationships with clients, managers, peers and staff.

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NOTE: If this report is being used in the selection process, it is important to remember that it is not designed to recommend or not recommend any person for employment or hiring for a specific job or position. It is provided only as a tool to help those involved in interviewing a candidate develop interview questions for the interview and candidate evaluation process. A hiring decision should not be based only on this report or any other comparable report. This report and all selection reports should be used in accordance with applicable employment laws.

## Key Sales Results Areas

Debbie Sample

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This section reports on eight (8) key results areas relating to the business of selling. It describes how she attempts to achieve sales success. Use this information to better understand her approach to each of the key results areas discussed in this section.

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### **Control of the Sales Process**

She is comfortable listening to prospects and clients as they move forward together in the sales process. She will be well prepared for her sales presentation. Debbie uses organized data and facts to keep the sales presentation on track. Debbie will lend a hand to other sales team members; helping them develop presentation materials other team members find unpleasant. She concentrates on building an atmosphere of trust and reliability. Debbie is willing to let other sales team members participate in the sales process. However, she may be reluctant to delegate important aspects of the sales process, fearing they may not get it right.

### **Competition**

She is at her best where she can be seen as a dependable and reliable salesperson. In an effort to get the better of her competitors, she can be intense and focused. She prefers to work at achieving sales success in a steady, consistent manner and short-term sales contests or goals can frustrate her. Sales contests and awards are won by Debbie through her conscientious performance and attention to doing what is required to win, including getting the details right.

### **New Ideas and Change**

Debbie needs time to adapt and adjust to new sales ideas, techniques and systems. She may need support in developing a plan, along with methods to help her put them into action. She wants proof before she adapts to a new sales idea or method. She prefers to maintain her sales role with comfortable, predictable routines. Debbie should consider responding more favorably to required changes in her sales role. Because she wants things to be done right the first time, she will be slower to change or add to her sales presentation. Debbie prefers using sales techniques that have been tested and proven.

### **Selling Style**

She is an easygoing salesperson, who wears well with prospects and clients. Her approach to solving her prospects or clients problems will include using facts, data and logic to arrive at a realistic solution. Debbie's goal is to successfully complete the sales process; to this end she will help her prospect or client develop practical solutions to their problems. Her desire for results is tempered by her fear of making a mistake in the sales presentation that may result in failure of the sales process. Decisions regarding solutions and options for her prospects or clients are made after careful consideration.

## **Presentation**

She has a sales presentation with which she is secure and at ease using. Debbie will want to use this presentation regularly because it lets her be uniform in what she says and does with her prospects and clients. Her presentation will be made using facts and data, winning her prospects or clients support through her well prepared approach. Her sales presentation will be well organized and prepared, but can be lacking in enthusiasm. Debbie could make more sales if she demonstrated more excitement and enthusiasm during her presentation. Debbie will want to be precise and accurate with her facts, data and information during the presentation. She will want prepare for her presentation, making certain it will be accurate.

## **Close**

Debbie does not look forward to closing the sale. It is not her favorite part of the sales process. She has done her research on the problem and will expect her prospects or clients to accept her solution. She prefers asking for the order in an indirect manner. Debbie has several favorite closes she uses most times. She should consider being more assertive when closing the sale. She will use a cost-benefit analysis in her attempt to close the sale. She will often find herself missing buying signals because she is preoccupied with telling the whole story before making an effort to close the sale.

## **Service**

Debbie will call on a potential prospect long after other sales people have given up. A nice sale is often the result of her repeated call and relationship building efforts. She will want to avoid making commitments for providing service that she may not be able to deliver. She will deliver what she promises and follows through on personal commitments to her prospects and clients. Her goal is to make prospects and clients feel appreciated. She displays a strong personal commitment to providing quality service to her prospects and clients. Debbie will continue to demonstrate her company's reliability, quality and value.

## **Response to Management**

Debbie prefers a sales manager who does not apply pressure for results or put one salesperson against another. She wants to work with a sales manager who is supportive and responsive, not one who is always pressing for immediate results. She likes to receive a genuine, heartfelt compliment or thanks for a job well done.

## Preferred Sales Environment

Debbie Sample

Most people have the ability to be flexible and use their intelligence to adjust their behavior to be productive in various sales environments. She has a sales environment in which she feels most comfortable. It is in this environment she will most often produce her best results. The statements printed below will provide an outline of her Preferred Sales Environment. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

- 1) With a sales position that allows her to gather information, facts and data
- 2) With a sales process that provides a method to measure her success
- 3) Where she can make decisions after careful evaluation
- 4) With a manager who provides input and direction on what needs be done
- 5) With a secure pay plan with the opportunity for a bonus
- 6) Where she can follow established sales procedures and guidelines
- 7) With a sales manager who provides support and direction
- 8) With time to prepare and practice her sales presentation
- 9) With the approval of her sales manager before taking any action with a prospect or client
- 10) Where sales meetings are short, strong on information and sales hype is minimized
- 11) Where sales goals and objectives are realistic
- 12) Where she can use her strong power of observation

## Potential Strengths In Sales

Debbie Sample

An important part of every organization is its ability to use the inherent strengths of each member of the sales team. The Proception2 report highlights potential behavioral traits and aptitudes she brings to the sales environment. This information will help her and the organization better understand and maximize her behavioral strengths. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

- 1) On time for sales calls and meetings
- 2) Places a high value on quality, logic and accuracy
- 3) Keeps meticulous records
- 4) Receptive to suggestions from her sales manager
- 5) Loyal and committed to her organization
- 6) Respects authority
- 7) Cooperates well with other members of her sales team
- 8) Patient in the sales process
- 9) Will work for and follow a sales manager she respects
- 10) Works to do the very best for her prospects and clients
- 11) Can be charming, positive and persuasive when logic dictates the need
- 12) Use technical data to support her sales presentation

## Personal Performance Motivators

Debbie Sample

All motivation comes from within. Each behavioral style is driven by different motivational needs and desires. Performance improves when personal motivators are included in the work environment. While some of the Performance Motivators listed on this page are being met, there are others that are not. It will be helpful for her to note the motivators that are most important to her, but are not presently being incorporated into her daily motivation and supervision. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

### Debbie prefers:

- 1) Precision work to perform.
- 2) Quiet time away from others.
- 3) An environment free of risk or great change.
- 4) Time to plan for and adjust to change.
- 5) A stable environment.
- 6) To be appreciated for her genuine concern for her work team.
- 7) Sufficient time to think through and plan for the issue or project.
- 8) A work environment with little change and unpredictability.
- 9) A work environment free of risks and hazards.
- 10) Information in a logical and orderly manner.
- 11) An unemotional approach to problem solving.
- 12) Advance notice of future events so she knows what to expect.

## Key Sales Results Area Adjustments

Debbie Sample

As salespeople we often adjust our basic behavioral style to meet the requirements of a specific sales role. This section of the Proception2 report demonstrates how she adjusts her behavioral style to meet these requirements. The more this section is different from her Key Sales Results Areas, the more she may feel the need to adjust her behavior to meet the perceived demands of her present role in sales. Minor adjustments generally indicate self-assurance in her existing sales role.

### Control of the Sales Process

She will want to involve others from her company or organization in the sales process. She will be well prepared for her sales presentation. Debbie uses organized data and facts to keep the sales presentation on track. Debbie works well with other sales team members to prepare a sales presentation. She is a good teacher and will share her knowledge with other sales team members. Debbie is willing to get feedback from other members of her sales team regarding the sales process. She can use her self-discipline to tune out uncontrollable events in the sales process.

### Competition

She prefers a sales position with a guaranteed base to ensure financial security. In an effort to get the better of her competitors, she can be intense and focused. Debbie is not afraid of competition, but she can feel uncomfortable with constant pressure to meet sales quotas or deadlines. Producing sales results are important to Debbie, on the other hand she grapples with the need to get the details of the sales process right.

### New Ideas and Change

She may need assistance in developing a plan to deal with sales changes, along with tools and methods to help her put them into action. She will not give up her tried and true sales methods for something that is new and unproven. She may resist trying or seeking out new and different sales ideas or opportunities. Debbie can limit her options because she depends on proven, risk-free methods. She will be interested in looking at new sales methods and techniques. However, Debbie will want the opportunity to assess the benefits of the new versus what she is presently using before making any changes.

### Selling Style

Debbie will not make commitments to her prospects or clients that she can't deliver. She may have difficulty coping with the emotional buyer. Her approach to the sales process will be logical, factual and objective. When searching for practical solutions to her prospect's or client's problems, Debbie will want to prepare herself with resources that are readily at hand.

### Presentation

A key selling ability for Debbie is her capacity to be a good listener during the sales process. Debbie prefers to make her proposal or presentation using well-prepared information. She will want to maintain control of the presentation to insure all the necessary facts are presented. Her sales presentations are generally well organized. She should consider making her presentations more stimulating and flexible. Her sales presentation will be made after she understands the internal and political landscape regarding her prospect or client.

### **Close**

She has done her research on the problem and will expect her prospects or clients to accept her solution. Her goal is to build long-term relationships with her prospects and clients. She will not go for the quick or immediate sale if it means putting a relationship at risk.

### **Service**

She will make every effort to make available all the service she promised the prospect or client.

### **Response to Management**

Debbie prefers working for a sales manager who isn't always pushing for results. Debbie respects a sales manager who takes the time to consider all sides of an issue or problem before making a decision.

Each of us prefers to see ourselves in a positive way. While she brings many outstanding strengths to her work environment, there are areas of her behavior which could impede her success. This section of the Proception2 report contains suggestions to consider relating to the behavioral tendencies that may slow or hinder her achievement of desired performance goals. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

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**Debbie may have a tendency to:**

- 1) Require too much information before a decision is made.
- 2) Spend too much time and energy preparing, leaving little time and energy to actually get the job done.
- 3) Attempt to make her point by out-waiting her adversaries.
- 4) Go overboard in appearing cooperative and trying to minimize the stress and tension between others.
- 5) Take criticism of her work personally, and productivity may suffer as a result.
- 6) Want to use tried and true methods to get a job done, rather than trying a new method or procedure.
- 7) Avoid new methods of solving problems.
- 8) Let others take advantage of her low-key nature.
- 9) Use the mistakes of others to defend or protect her position.
- 10) Attempt to oversell the facts and not use enough emotional appeal.
- 11) Withdraw from others until she comes up with a solution.
- 12) Not project social confidence.

Communication is the cornerstone of building relationships, achieving productivity and maintaining motivation.

Communicating with her will be accomplished best by incorporating the recommendations outlined on this page. Using these recommendations with her will provide an opportunity to improve communications, reinforce relationships, promote credibility and gain increased productivity. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

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**When communicating with Debbie do:**

- 1) Decrease your eye contact.
- 2) Set high standards.
- 3) Go into considerable detail.
- 4) Provide assurance that there will be no glitches.
- 5) Define her expectations.
- 6) Lend a helping hand.
- 7) Give her time to think before deciding.
- 8) Provide time to weigh the pros and cons.
- 9) Allow time for questions to be asked.
- 10) Have all the necessary facts, figures and information at hand.
- 11) Provide details and directions in writing.
- 12) Present the reasons for and the reasons against an idea, project or decision.

Each of us knows how we prefer to have others communicate with us. We are aware of communications mistakes and errors that others make when communicating with us that lead to Communication Barriers. We know what we don't like others to do, say or use when communicating with us. When communicating with her, making an effort to reduce or eliminate the barriers emphasized will minimize the stress and frustration often created when communicating with a person of this behavioral style. Communication is the cornerstone of building relationships, achieving productivity and maintaining motivation. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

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**When communicating with Debbie don't:**

- 1) Use information from sources she may think are not reliable.
- 2) Make statements that are in conflict with each other.
- 3) Waste her time or fail to get right to business.
- 4) Talk too fast.
- 5) Finish her sentences.
- 6) Be afraid to be more relaxed and less business oriented.
- 7) Speak too rapidly.
- 8) Give directions in a random or disorganized manner.
- 9) Make guarantees you cannot live up to.
- 10) Leave her office or hang up the phone without checking for questions she may have.
- 11) Try to persuade her to take a project without solid reasons for it.
- 12) Cut short the information she needs to make a decision.

## Word Portrait – Primary Style

Debbie Sample

This page of the Proception2 report highlights words that can be associated with her behavior based on the DISC model. These words suggest how she prefers to do business as it relates to solving problems, working with others, reacting to the pace of the work environment and responding to guidelines and procedures established by others.

Dominance	Influence	Steadiness	Compliance
Problems	People	Pace	Procedures
Challenging	Extroverted	Rigid	Painstaking
Self-Centered	Motivating	Undemonstrative	Wary
Relentless	Charismatic	Systematic	Meticulous
Driving	Subjective	Reluctant to change	Precise
Innovative	Spirited	Deliberate	Quality oriented
Strong-Minded	Expressive	Steady	Exacting
Resolute	Convincing	Unhurried	Accurate
Competitive	Animated	Consistent	Prudent
Goal oriented	Outgoing	Thoughtful	Compliant
Decisive	Upbeat	Reliable	Cautious
Assertive	Trusting	Careful	Organized
Enterprising	Warm	Unruffled	Neat
Strong	Friendly	Calm	Conservative
Determined	Congenial	Composed	Tactful
Positive	Sociable	Relaxed	Diplomatic
Purposeful	Contemplative	Eager	Steadfast
Reasonable	Objective	Quick	Original
Moderate	Cool	Unsettled	Self-reliant
Tentative	Doubting	Flexible	Confident
Reserved	Rational	Energetic	Bold
Uncertain	Logical	Animated	Stubborn
Accommodating	Questioning	Spontaneous	Independent
Conservative	Realistic	Restless	Unconventional
Cautious	Reflective	Versatile	Resourceful
Amenable	Analytical	Spur-of-the-moment	Autonomous
Unassuming	Critical	Dynamic	Opinionated
Humble	Calculating	Hurried	Individualistic
Restrained	Skeptical	Intense	Radical
Complacent	Introspective	Zealous	Fearless
Acquiescing	Reclusive	Impulsive	Reckless

## Word Portait – Adjusted Style

Debbie Sample

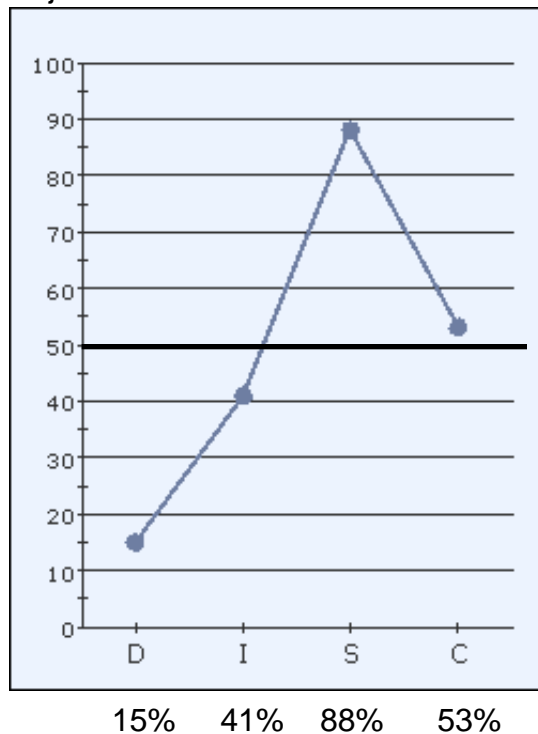
This page of the Individual Report highlights words that can be associated with her adjustment to the work environment based on the DISC model. These words suggest how <Name> adjusts his/her Primary behavioral style to do business as it relates to solving problems, working with others, reacting to the pace of the work environment and responding to guidelines and procedures established by others.

Dominance	Influence	Steadiness	Compliance
Problems	People	Pace	Procedures
Challenging	Extroverted	Rigid	Painstaking
Self-Centered	Motivating	Undemonstrative	Wary
Relentless	Charismatic	Systematic	Meticulous
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Strong-Minded	Expressive	Steady	Exacting
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Competitive	Animated	Consistent	Prudent
Goal oriented	Outgoing	Thoughtful	Compliant
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Strong	Friendly	Calm	Conservative
Determined	Congenial	Composed	Tactful
Positive	Sociable	Relaxed	Diplomatic
Purposeful	Contemplative	Eager	Steadfast
Reasonable	Objective	Quick	Original
Moderate	Cool	Unsettled	Self-reliant
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Restrained	Skeptical	Intense	Radical
Complacent	Introspective	Zealous	Fearless
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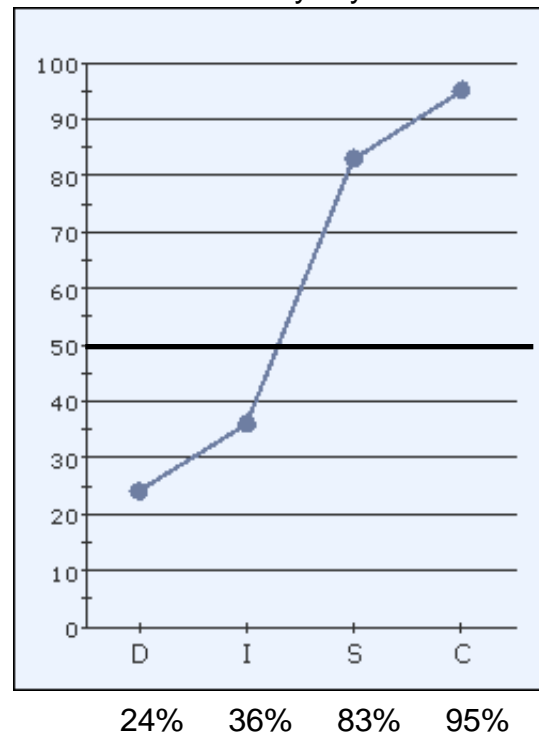
## A Graphical Representation For

Debbie Sample

Adjustment To The Work Environment



Primary Style



### Primary Style

Primary Style is the behavioral response that is most reflective of the “real person”. This is often referred to as an individual’s basic style. Over time the Primary Style is usually very consistent and will not change significantly.

### Adjustment to the Work Environment

Adjusted Style is an individual’s behavioral response to their work environment. It reflects the behavior they feel will give them the best opportunity to succeed in their job. As an individual advance their career they will encounter new jobs or positions. An individual will often adjust their behavior to meet the needs and demands of a new work environment.